

JOSH MANDEL

#55558

Revision #: 0 Date: 9/11/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2680

Media: TV

Description: OH US SEN JOSH MANDEL SEPT 12-SEPT 2

Product: GENERAL

Flight Start Date: 9/12/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 9/25/12 4:59:00 AM

Separation between spots: 10

41% WKRC
 7% WCPD
 7% WLWT
 7% WXIX

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 9/12	Thu 9/13	Fri 9/14	Sat 9/15	Sun 9/16	Mon 9/17	Tue 9/18	Wed 9/19	Thu 9/20	Fri 9/21	Sat 9/22	Sun 9/23	Mon 9/24	Tue 9/25	Total Spots
WKRC-TV																				
20	MTuWThF 5:30a-6:00a GD MRN CIN@530	EM	\$200.00	\$170.00	30	1	0	1	0	0	1	0	1	1	1	0	0	1	1	8
21	MTuWThF 6:00a-6:30a GD MRN CIN@6	EM	\$250.00	\$212.50	30	1	1	1	0	0	1	1	1	1	1	0	0	1	1	10
22	MTuWThF 6:30a-7:00a GD MRN CIN@6	EM	\$250.00	\$212.50	30	1	1	1	0	0	1	1	1	1	1	0	0	1	1	10
23	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$125.00	\$106.25	30	1	0	1	0	0	1	1	1	0	1	0	0	1	1	8
24	Sa 6:00a-7:00a LOCAL12NW-SA 6	WK	\$125.00	\$106.25	30	0	0	0	1	0	0	0	0	0	0	1	0	0	0	2
25	Sa 7:00a-8:00a LOCAL12NW-SA 7	WK	\$125.00	\$106.25	30	0	0	0	1	0	0	0	0	0	0	1	0	0	0	2
26	Sa 8:00a-10:00a SAT ER SHW-CBS	WK	\$150.00	\$127.50	30	0	0	0	1	0	0	0	0	0	0	1	0	0	0	2
27	MTuWThF 11:00a-12:00p PRICE IS RIGHT	DT	\$250.00	\$212.50	30	0	1	0	0	0	1	0	1	1	0	0	0	1	0	5
28	MTuWThF 12:00p-12:30p LOCAL12 NWS-NN<	DT	\$250.00	\$212.50	30	1	0	1	0	0	0	1	0	1	0	0	0	1	1	6
29	MTuWThF 12:30p-2:00p YOUNG&RESTLESS<	DT	\$200.00	\$170.00	30	1	0	1	0	0	1	0	1	0	0	0	0	0	1	5
30	Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$225.00	\$191.25	30	0	0	0	0	1	0	0	0	0	0	0	1	0	0	2



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WKRC-TV																				
31	Su 9:30a-10:00a SUNDAY MRN-CBS	WK	\$225.00	\$191.25	30	0	0	0	0	✓ 1	0	0	0	0	0	0	✓ 1	0	0	2
32	Su 10:00a-10:30a SUNDAY MRN-CBS	WK	\$225.00	\$191.25	30	0	0	0	0	1	0	0	0	0	0	0	1	0	0	2
33	Su 10:30a-11:00a FACE NATN-CBS	WK	\$225.00	\$191.25	30	0	0	0	0	1	0	0	0	0	0	0	1	0	0	2
34	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$350.00	\$297.50	30	1 ✓	0	0	0	0	1 ✓	0	1 ✓	1 ✓	0	0	0	1 ✓	0	5
35	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$400.00	\$340.00	30	1	1	1 ✓	0	0	1	1	1	1	1 ✓	0	0	1	1 ✓	10
36	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$500.00	\$425.00	30	1	1	1 ✓	0	0	1	1	1	1	1 ✓	0	0	1	1 ✓	10
37	Sa 6:00p-6:30p NEWS	EN	\$250.00	\$212.50	30	0	0	0	1 ✓	0	0	0	0	0	0	1 ✓	0	0	0	2
38	Sa 3:30p-7:00p SEC FOOTBALL 9.15	EN	\$600.00	\$510.00	30	0	0	0	1 ✓	0	0	0	0	0	0	0	0	0	0	1
39	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$800.00	\$680.00	30	1	1	1 ✓	0	0	1	1	1	1	1 ✓	0	0	1	1 ✓	10
40	Sa 11:00p-11:35p LATE NEWS	LN	\$800.00	\$680.00	30	0	0	0	1 ✓	0	0	0	0	0	0	1 ✓	0	0	0	2
41	Su 11:00p-11:35p LATE NEWS	LN	\$800.00	\$680.00	30	0	0	0	0	1	0	0	0	0	0	0	1	0	0	2

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 Product: GENERAL Flight Start Date: 9/12/12 5:00:00 AM
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Separation between spots: 10

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WKRC-TV																				
23 42	Su 7:00p-8:00p 60 MINUTES	P3 RT	\$1,400.00	\$1,190.00	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1 ✓
24 43	Su 1:00p-4:00p BENGALS 9/16	P4 RT	\$6,500.00	\$5,525.00	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1 ✓
Total Spots:						10	6	9	6	7	10	7	10	9	7	5	5	10	9	110
Total Cost:			\$44,900.00	\$38,165.00																
Total			SEP 12	\$44,900.00	\$38,165.00															110

Signature: _____

Disclaimer:

Summary by Station/System

Date: 9/11/2012

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Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	110	\$44,900.00	100%	\$38,165.00	100%
Market Total:	110	\$44,900.00		\$38,165.00	

Order / Rev: 55558

Alt Order #: 09/12/12 - 09/25/12

Flight Dates: 09/12/12 - 09/25/12

Advertiser: Josh Mandel fo OHio US Senate

Product Desc: 2680 OH US SEN

Estimate: 2680

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6a Good Morn Cincinnati															
6a Good Morn Cincinnati (6:30 AM-7:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--111--	3	\$250.00	0.00								
Week:		09/17/12	09/23/12	11111--	5	\$250.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$250.00	0.00								
N 4	WKRC	09/12/12	09/25/12	CBS This Morning	CM	7:00 AM-8:00 AM	111-1--	:30	4	\$125.00	P-3	0.00	NM	8	\$1,000.00
CBS Morning News (7:00 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--1-1--	2	\$125.00	0.00								
Week:		09/17/12	09/23/12	111-1--	4	\$125.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$125.00	0.00								
N 5	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sa	CM	6:00 AM-7:00 AM	-----1-	:30	1	\$125.00	P-3	0.00	NM	2	\$250.00
6a-8a Local 12 News Sat (6:00 AM-7:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1-	1	\$125.00	0.00								
Week:		09/17/12	09/23/12	-----1-	1	\$125.00	0.00								
N 6	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sa	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$125.00	P-3	0.00	NM	2	\$250.00
6a-8a Local 12 News Sat (7:00 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1-	1	\$125.00	0.00								
Week:		09/17/12	09/23/12	-----1-	1	\$125.00	0.00								
N 7	WKRC	09/15/12	09/22/12	CBS This Morning Satur	CM	8a-10a	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
Saturday Early Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1-	1	\$150.00	0.00								
Week:		09/17/12	09/23/12	-----1-	1	\$150.00	0.00								
N 8	WKRC	09/13/12	09/24/12	The Price is Right	CM	11a-12p	1-11----	:30	3	\$250.00	P-3	0.00	NM	5	\$1,250.00
The Price is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	---1----	1	\$250.00	0.00								
Week:		09/17/12	09/23/12	1-11----	3	\$250.00	0.00								
Week:		09/24/12	09/30/12	1-----	1	\$250.00	0.00								
N 9	WKRC	09/12/12	09/25/12	Local 12 News at Noon	CM	12p-1230p	11111--	:30	5	\$250.00	P-3	0.00	NM	6	\$1,500.00
Local 12 News at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--1-1--	2	\$250.00	0.00								
Week:		09/17/12	09/23/12	-1-1----	2	\$250.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$250.00	0.00								
N 10	WKRC	09/12/12	09/25/12	Soap Rotator	CM	1230p-2p	111-1--	:30	4	\$200.00	P-3	0.00	NM	5	\$1,000.00
Soap Rotator															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--1-1--	2	\$200.00	0.00								
Week:		09/17/12	09/23/12	-1-1----	2	\$200.00	0.00								
Week:		09/24/12	09/30/12	-1-----	1	\$200.00	0.00								
N 11	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News (9:00 AM-9:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1	1	\$225.00	0.00								
Week:		09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N 12	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	9:30 AM-10:00 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News (9:30 AM-10:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1	1	\$225.00	0.00								
Week:		09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N 13	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News (10:00 AM-10:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----1	1	\$225.00	0.00								
Week:		09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N 14	WKRC	09/16/12	09/23/12		CM	1030a-11a	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00

